Aurora Ill

OPEN YOUR EYES

TO GREATER PROFITS!

● Your store may be streamlined for greater sales appeal OVERNIGHT with Lyon Self-Serve Fixtures . . . and stepped-up volume is guaranteed in advance. Bigger sales, plus operating economies soon pay for your entire installation — whether your store is large or small.

● Modernize your merchandising—it pays out every time.

ASK US FOR DETAILS TODAY

GENUINE CURTEICH-CHICAGO "C.T. ART-COLORTONE" POST CARD (REG. U.S. PAT. OFF.)

PLACE
ONE CENT
STAMP
HERE

1B-H386

POST CARD

● These smooth steel display islands encourage larger sales because of greater merchandise visibility and more stock area in a run of unbroken, streamlined shelving.

● Here's a fact that your customers need never know—this clean, modern equipment costs you less to buy and maintain than wooden racks, and its greater strength is permanent!